

# Ayman Charif

## Experienced Customer Experience Manager, Account Manager, Store Manager, and Sales Representative

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### PROFILE

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- A highly experienced sales manager with 9+ years of extensive field and management experience covering Lebanon, UAE, KSA, Kuwait & Egypt.
- Currently based in Dubai, I handle the sales department in my company across the GCC markets.
- In the journey of continuous development, I'm currently looking for a new challenge to advance my career and join an international company in a senior managerial position.

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### WORK EXPERIENCE

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➤ **OOX out-n-out online xperts (UAE)**

**August 2016- Present**

Customer Experience Manager/ Sales Manager

As CEM at OOX, I ensure that we deliver the highest standards of service to our customers as we maximize customer satisfaction. My role involves direct communication with clients, answers calls and emails professionally to provide information and support about OOX' products and services.

- Business development: Seek opportunities to encourage OOX Clients to upgrade their services by having them purchase new products/services.
- Handle sales activities in GCC region & Egypt.
- Develop and follow up on new business leads.
- Showcases OOXmonitor live demo & delivers training sessions or refresher training courses.
- Close follow-up on renewals, upgrades, documentations, payments when necessary.
- Arrange meetings and meet new clients.
- Prepare and manage quotations & terms of use.
- Utilize CRM tool to enhance customer loyalty and relationship management on work progress.
- Responds to the client's requests and ensures client satisfaction.
- Represents the company in the exhibitions and events.

About OOX & OOXmonitor

OOX is the company that has introduced OOXmonitor, the first and largest multi-market competitive online advertising monitoring service in the Middle-East and North Africa.

OOX has been leading the initiative on digital monitoring in the MENA region since 2008. International, regional, and local businesses rely every day on OOXmonitor data for business development and digital ad planning. To name a few companies who use OOXmonitor: BBC Advertising, Turner, Perform Group UK, Omnicom Media Group, Dentsu Aegis Network, Arla Foods, DAMAC Properties, Choueiri Group, Promomedia, and many more.

➤ **MBD Middle East Electronics L.L.C (UAE)**

**Jan 2015- July 2016**

Account Manager

- Establishes productive, professional relationships with key personnel in assigned customer accounts.
- Coordinates the involvement of company personnel, including support, service, and management resources, in order to meet account performance objectives and customers' expectations.
- Meets assigned targets for profitable sales volume and strategic objectives in assigned accounts

- Proactively leads a joint company-strategic account planning process that develops mutual performance objectives, financial targets, and critical milestones for a one and three-year period.
- Achieves strategic customer objectives defined by company management.
- Completes strategic customer account plans that meet company standards.
- Maintains high customer satisfaction ratings that meet company standards
- Closely coordinates company executive involvement with customer management.
- Works closely with Customer Service Representatives to ensure customer satisfaction and problem resolution.
- Manage and lead a team of promoters and arrange training sessions for retailer's sales team.

➤ **RadioShack-Lebanon (Lebanon)**

**June 2013 – Jan. 2015**

Store Manager

- Supervise and lead staff
- Arrange staff shift and schedule
- Follow up sales target
- Suggest offers by reporting to upper management
- Meet Vendors stock merchandisers
- Deal with any enquiries and complaints and monitor customer service
- Maintain high teamwork spirit between staff members
- Completes store operational requirements by scheduling and assigning employees; following up on work results.
- Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
- Ensures availability of merchandise and services by approving contracts; maintaining inventories.
- Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.

➤ **RadioShack-Lebanon (Lebanon)**

**May 2011- June 2013**

Assistant Store Manager

- Assists Store Manager in responsibility for the store
- Consistently creates a welcoming environment for the customer by greeting and assisting; as well as quickly responding to customer inquiries and needs
- Demonstrates desired behaviors for staff including driving sales, handling difficult and/or complicated sales, cash management, inventory, and follow-up with customers
- Assists Store Manager with providing a strong leadership presence and control in store, while ensuring that all customers receive good service and quality merchandise
- Utilizes company tools to diagnose opportunities and develops action plans to improve performance
- Forecasts/reforecast business, focusing on productivity to meet sales goals
- Regularly communicates with Store Manager to discuss strengths, opportunities, and trends in business
- Ensures company standards are met for store and associate appearance at all times
- Prioritizes, plans, and adjusts schedules as necessary to maximize sales
- Plans, coordinates, and executes all Merchandise Calendar direction, campaigns, and sales promotions in a timely manner
- Ensures all pricing, signage, and displays are correct at all times
- Receives regular vendor deliveries and stocks sales floor in a timely manner
- Responsible for controlling inventory stock levels and reordering as necessary within budget

Supervisor

- Leading academy in all kind of activities, education and behavior
- Educated and taught twelve and ten year old children.

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**EDUCATION**

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- **American University of science and technology– Beirut, Lebanon**  
**September 2009- July 2014**
  - Bachelors in Business Marketing and advertising

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**CONFERENCES & EXHIBITIONS**

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- Arabnet 2017-Dubai
- Arabian Travel Market 2017-Dubai
- DISTREE 2015-Abu Dhabi
- Sony Mobiles & Cameras 2014-Beirut

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**PERSONAL INFORMATION**

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<u>Gender:</u>	Male
<u>Nationality:</u>	Lebanese
<u>Marital Status:</u>	Single
<u>Date of Birth:</u>	July 13, 1991
<u>Language Skills:</u>	Fluent in English, French and Arabic
<u>Hobbies and Interests:</u>	Football, Music
<u>UAE Visa Status:</u>	Valid till July 2019

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**REFERENCES**

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- Available upon request.